

CMC State Council Meeting Minutes
April 20, 2023 Final Approved
5:30 – 7:00

Attending: Peter Hamilton, CMC BOD Vice President and liaison to State Council; Glenn Barr, Pikes Peak; Don Carpenter, Northern Colorado; Brenda Leach, Western Slope; Sandy Heise, Denver; Terry McCanne, El Pueblo; Kevin Donovan, Boulder; Carol Kurt, Roaring Fork; Jim Borgel, Gore Range, Jeff Flax, Immediate Past President of BOD; Scott Kramer, Routes and Places Committee; Joe Press, Olympian PPG

Welcome/ Roll Call and Introductions and Announcements

- The meeting was called to order by Chair Glenn Barr.
- Minutes from the December 15, 2022 State Council meeting were approved; PDF version will be posted to Basecamp and sent to Ashley for posting to the CMC website.

Salesforce (Jeff Flax)

- Jeff is volunteering and helping Roseanne on the website, since Ben and Jacob left.
- Website issues: focusing first on fixing what is broken, then on reports.
- Determining our needs for Salesforce reports; some needs will be met with Percolator Consulting.
- There are some issues with report accuracy, based on timing since website rollout. Group/section lists will become more accurate as memberships roll over on anniversary of website roll-out.
- Goal is to auto-generate most of the reports such as membership reports.
- Meanwhile group roster reports needs to be built manually which is difficult for large groups.
- Salesforce licenses will not be provided to the groups.
- Dashboards will be built later – a google-type report as a graphical summary.
- Staff lead on website support is aligned by function: Roseanne- technical, Ashley- membership, Graham- schools and Roberta- RnP, permits.
- Frustration among groups, sections, councilors, membership and staff on lack of synchrony as well as information available.
- Website information flows to Salesforce reports for groups, sections, etc.
- Website access restricted - Can work be distributed to highly competent group members to assist in speeding up the process? Address with Keegan.
- Group admin rights - Olympians and group chairs have access (if trained).
- System performance issues – Could this be related to trips not being closed?
- Percolator will be focused on Fund Development and not on reports for groups or sections.
- Question to State Council – What do we need to do our group work to be successful? What is limiting us money or other resources? As of now we do not have the data to inform and retain our members.
- Glenn to put email together for Keegan/Staff . Where are we on obtaining the information the groups and sections need.

January State Board Meeting Highlights (Peter, Dan)

- **Finance**
 - CMC situation is similar as other nonprofits.
 - We are ahead of budget compared to last year.
 - We have realigned the organization as per Madeline's memo and also includes the finance department.
- **Banff Film Fest**
 - Attendance/ ticket sales were higher than last year, but Paramount expenses were also higher.
 - Thus our net profit was about the same as the year before.
 - Consider going to a two night weekend showing.
- **Nominating Committee**
 - Response from Keegan's ED update on volunteerism was good and a number of potential board members were identified.
- **Gala**
 - Consider holding Gala at the AMC to keep expenses down.
 - Target for a September weekend date.
 - Reach out to the groups for volunteers.
- **Operations**
 - Staff has provided much of the web support learning Sales Force – this is in addition to their regular duties.
 - IT manager defining the security protocols, policies and access to the website.
 - Cost-effective new branding/marketing contract with consultant, Brianna Dean.

DEI-B Committee

- CMC entered into a partnership with the Lockwood Foundation – to help those with disabilities get outside.
- Volunteers from CMC to help disabled climb 14ers and to get outside.

Question State Council

- CMC currently has no policy for approvals needed over a certain dollar amount.
- State Council VFOs – Shared with the BOD

Other Items

- Women's month had a full schedule of events, but were not well attended; more advertising and marketing needs to be done next year.
- Social Media potential with CMC ambassadors (those with 500 or more friends) to market and advertise CMC events. also Expert Voice tracking.

State Council Leadership - Officer Transition Planning

- New vice chair is needed for State Council.
- Chair and Secretary terms are up in September 2023 – we need to plan for this transition,
- Who in your group is willing to serve on the State Council?

State Council meeting schedule - 5:30pm on the third Thursday of every other month:
Next meeting – June 15, 2023
Aug 17, 2023